



## Section 5: Program Partners

### Getting Involved:

## **SAMHSA's National Anti Stigma Campaign (NASC) and National Children's Mental Health Awareness Day**

### **What is National Children's Mental Health Awareness Day?**

The Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Mental Health Services is launching an annual national initiative called "National Children's Mental Health Awareness Day." National Children's Mental Health Awareness Day is designated as a day in May of each year to coincide with "May Is Mental Health Month." This day presents an opportunity for SAMHSA and children's mental health initiatives to promote resilience, recovery, and the transformation of mental health services delivery for children and youth with serious mental health needs and their families.

The theme of the inaugural celebration of National Children's Mental Health Awareness Day is "Thriving in the Community." Children's mental health initiatives will hold similar events and other activities throughout the country to build awareness that children's mental health needs are real and that progress is being made toward developing effective strategies for achieving the vision of a life in the community for everyone.

### **Why is the National Anti Stigma Campaign participating in National Children's Mental Health Awareness Day?**

National Children's Mental Health Awareness Day offers NASC an opportunity to expand public awareness about mental health problems, reduce the stigma associated with mental illnesses through public education efforts, promote the idea of recovery, and encourage those in need to seek help.

### **How can the NASC become involved?**

The NASC can become involved in National Children's Mental Health Awareness Day in several ways. For instance, the NASC can distribute campaign and educational materials, arrange for mental health consumer speakers to tell their stories of recovery, and let participants know how they can become involved in the NASC to increase awareness through partnerships.

### **Where can I get more information about National Children's Mental Health Awareness Day?**

Information and materials on National Children's Mental Health Awareness Day are available online at [www.systemsofcare.samhsa.gov](http://www.systemsofcare.samhsa.gov). You can also call 212-984-1922 for more information.